

Banana Marketing Strategic Investment Advisory Panel meeting summary

Date: March 1st 2018

Attendance: Elisa King, Tim Archibald, Peter O'Brien, Gary Fattore, Peter Molenaar, Andrew Serra, Paul Inderbitzen, Leon Collins, Daniel Mackay, Chaise Pensini, Marilyn Hill.

Guests; Dan Robertson-Jones, Chanel Day

Location: Novotel Hotel, Lake Street, Cairns

Next Meeting: August 6th 2018, Brisbane. Supplemented with teleconferences as needed

Overview

The banana Marketing Strategic Investment Advisory Panel (SIAP) met for an update and review of the banana marketing research conducted to inform the next three-year strategic plan. Nielsen data was discussed and the key performance indicators were reviewed to measure and track the new three-year strategic marketing plan. A key session of the day was a presentation from Added Value Research that outlined the research and changes and additions to the Nielsen data were worked through. These changes included an update on the progress with Lady Finger bananas and the inclusion of competing fresh horticultural produce for the purpose of comparison with banana data. The language and description of the units of measurement has been changed by Nielsen in the ongoing refinement of the data with fresh. This ensures that anybody is able to interpret the data and what it means.

Hort Innovation provided an update of the media plan and results and confirmed the timing for activity with the panel. Other business included an update on a draft report looking at an export strategy for bananas. Further detail on this will be published with the next edition of the Australian Bananas magazine, the intention is to also run a workshop in Tully or Innisfail to discuss the finalised report with growers. Succession planning and process for SIAP members was tabled and advice sought on key concepts for future investment with the strategic levy.

Anyone seeking further information on Hort Innovation's banana Marketing investments should note that a full list of projects, together with an overview of the program financials will be available on the banana webpage of the Hort Innovation website.

Next steps

The next face to face meeting will be in Brisbane 6 August 2018 and this will be supplemented by teleconferences. 2018 is also a roadshow year and the regional program will include a marketing update on the agenda. Please refer to the Australian Banana website for further details.

Contact
